

# REPORT

ON

# 1947

American Broadcasting Company

30 ROCKEFELLER PLAZA • NEW YORK 20, N. Y.

BOARDS

MR b.

653.4

Am 35 n

JANUARY, 1948

**STATEMENT BY  
EDWARD J. NOBLE**

**CHAIRMAN OF THE BOARD • American Broadcasting Company**

ANOTHER year takes its place on the long scroll of time. When history looks back to value it comparatively in its decade, 1947 will hardly be marked for distinguished accomplishment on either the national or the world scene. The tempo of affairs has gradually slowed down from the high pitch of the war period. Let's hope that it augurs an eventual return to sanity and peace throughout the world and for all mankind.

Once again a great demonstration of the workings of democracy in our country will be given next November for all the world to see. More than fifty million voters will turn out to choose a president, governors, and many legislators. Those selected will be faced with unusual responsibilities in determining the policies of our internal economy and those governing our relations with the other peoples of the world. In a day when that world has shrunk to what is really but a neighborhood of nations, these decisions will resound around the globe. They will go far toward determining whether this world of ours is to be a One, Two, or Much-Divided-World.

Every person living today has a measure of responsibility for the future of mankind as a thinker, a worker, a voter. But we in the radio industry have an extra duty and a special privilege. It falls to us to hold a sounding board before a world in action so that all may hear, mark, learn, and inwardly digest history in the making. Our exposure has many facets — news, analysis, music, drama, sports, and entertainment. Their impact on men's minds is tremendous, giving us importance in world developments far and away beyond our numbers.

It is again my privilege to say "well done" in reporting on the state of the radio industry. Duties have been performed, responsibilities executed, and privileges won — all in the name of public service. Broadcasting has maintained the high standards of performance now regarded as inherent in the business. The American Broadcasting Company has widened its coverage, increased its circulation, and gained in listener acceptance. ABC is an alphabetical arrangement found on your dial that no one wants to repeal.

To all who have helped in building this network—employees, speakers, artists, players, sponsors, and the listening public—we extend our grateful appreciation. With this goes a promise of increased effort, new and improved facilities, fresh phases of the art, and a vigorous determination to broaden and deepen our contribution so as to make the American Way a still better way and available to an ever greater number.



# **STATEMENT BY MARK WOODS**

**PRESIDENT • American Broadcasting Company**



THE American Broadcasting Company has concluded its most successful year, establishing records in programming, facilities improvements, and in sales. Gross billings from the sale of network radio time during 1947 were \$43,548,057 an increase of 7.22 percent over the 1946 figure.

With general production increasing, and a still unsatisfied demand for consumer goods, 1948 should bring even a better market than 1947. Advertising through radio broadcasting and through other media should increase during the coming year.

Currently, the Company holds television and frequency modulation licenses in five cities—New York, Chicago, Detroit, Los Angeles, and San Francisco. Sites for transmitters have been selected in all of these cities and operations will begin first in New York.

With the addition of 32 affiliated stations during the past year, the American Broadcasting Company now presents programs over 265 American stations. It has been our policy to concentrate on service in major markets of the country.

The provision of mechanical facilities is, in itself, not enough. Programming is an integral part of broadcasting operations, and, therefore, ABC has steadily strived to improve its program structure. "Patterned programming," in which broadcasts of the same general nature are presented in succeeding time periods, was further developed by ABC during the past year. For example, on ABC, Wednesday night is comedy and variety night, Tuesday night presents a selection of serious music and discussion programs, and Friday night offers a group of America's top mystery programs for radio listeners.

Many leading artists were heard on the network in 1947. You will see their names in the course of this report. Among major programming developments of the year were the presentation of the Paul Whiteman Club five afternoons a week, and the inauguration of the Boston Symphony broadcasts on a co-operative basis.

During the year the American Broadcasting Company added a number of new sponsors, some of them entering the field of broadcast advertising for the first time. Among these new sponsors were R. J. Reynolds Tobacco Company, National Biscuit Company, Nestle's Milk Products, Inc., General Electric Company's lamp division, Goodyear Tire and Rubber Company, and Elgin-American. Of equal importance was the continuance of broadcasts by the nation's old-line major advertisers.

With new technical developments and with the continuing demand on the part of the nation for goods, present indications are that the coming year will establish further records in the fields of radio and its allied arts.

THIS report on the progress of the network in 1947 comes at a time when we all are looking forward to the increased activities of a new year. It is an appropriate time also to look back at a most satisfying period of growth and expansion of the American Broadcasting Company.

Of greatest general interest is the ever-increasing roster of star performers and of first-rank advertisers now using the network, indicating its expanding importance to the listener and usefulness to the advertiser. *Bing Crosby* is midway through his second season on ABC for the Philco Corporation. *Walter Winchell*, for Jergens, and *Drew Pearson*, for Lee Hats, are attracting more attention and more listeners as the years go by. *The Theatre Guild on the Air*, under the sponsorship of the United States Steel Corporation, continues its outstanding array of star performers and compelling dramas.

Equally important new names appeared in the ABC lineup during 1947. *Lionel Barrymore*, who has just capped the year with his beloved portrayal of the Scrooge of Dickens' "Christmas Carol", is heard regularly in *Mayor of the Town*, for the Noxzema Chemical Company. *Groucho Marx* and his inimitable, brash humor are presented by Elgin-American. Others new to the network during the year are *Abbott and Costello*; *Edward Arnold*; *Tales of Willie Piper*, for General Electric; *Jack Paar*; the *Paul Whiteman Club*; *Parks Johnson* and *Warren Hull* in *Vox Pop*, for the American Express Company; starting December 31 *The Texaco Star Theatre* for the Texas Company; and John Hancock Mutual Life Insurance Company will present *Point Sublime* on a Transcontinental ABC network starting very soon. Thus, the voice of ABC is richer and stronger as it moves into 1948.

## Ring in the New

The First Families of Advertising, tuning in on ABC, have liked it better and better. Still more of them came over to our house in 1947, such companies as General Electric, the Goodyear Tire and Rubber Company, the National Biscuit Company, John Hancock Mutual Life



Insurance Company, Reichhold Chemicals Inc., the American Express Company, Champion Spark Plug Company, Elgin-American, Noxzema, the R.J. Reynolds Tobacco Company, the Wesson Oil and Snowdrift Sales Co., Inc., the Bosco Company, and the Drackett Company. Others who joined us during the year included John Morrell and Company, Nestle's Milk Products, and the Norwich Pharmacal Company.

## Progress

ABC expanded for a significant business gain during 1947. Specifically, it closed the year with a gross network revenue of \$43,548,057 which is a 7.22 per cent over 1946 and by far the best year in the network's history. This is even more dramatic when compared with the revenue of the network only five years ago, when it totaled \$15,782,493.

ABC leads all networks in network advertising in the food field. In 1947, for example, the food field purchasad \$15,476,000 worth of our facilities—more than double their expenditure with us in our first year of independent operation and a greater dollar-increase than that of any other network over the same years.

## Sun Shines Bright . . .

There is also the story of the daytime. Last year these pages announced that the SRO sign was hung out on the morning schedule. Now, ABC is virtually sold out in the afternoon as well, Monday through Friday. And an imposing daytime schedule continues to win new listeners as well as hold the large audience already won.

In the morning, ABC's schedule is replete with stellar names. There is Don McNeill's irrepressible *Breakfast Club* under the sponsorship of the Toni Company, Swift, and Philco. *My True Story* (Libby McNeill and Libby) offers compelling drama, as does *The Listening Post* (Curtis Circulation Co.) *Betty Crocker* (General Mills) comes to the rescue of today's harried housewife with timely hints and advice, as well as offering her an entertaining morning interval. On the more serious side is *Club Time* (Club Aluminum).

Tom Breneman and *Breakfast in Hollywood* (Procter & Gamble and Kellogg) continue on their happy way; while for news, views, commentary, and homely philosophy, there are *Star Time with Dorothy Kilgallen*



(Drackett Co.), *Galen Drake* (Kellogg), and *Ted Malone* (Westinghouse).

ABC's afternoons get off to a gay start with *Welcome Travelers* (Procter & Gamble), move on to deep human interest listening with *Bride and Groom* (Sterling Drug), then to mirth and merriment with *Ladies Be Seated* (Quaker Oats and the Toni Company). Then the *Paul Whiteman Club* sessions open.

Superb addition to ABC daytime listening in mid-season is the *Metropolitan Opera* (Texas Company); and Sunday afternoons will be enhanced, in the immediate future, by the *Metropolitan Opera Auditions of the Air* under the sponsorship of the Farnsworth Television and Radio Corporation. Already favorite listening in this Sunday time are *Lassie* (John Morrell & Co.), *Sam Pettengill* (America's Future, Inc.), and *Counterspy* (Schutter Candy Co.).

## Breaking Precedent

ABC has been a pioneer in the industry since it attained its independence. Last spring, it produced a full-hour, five-afternoon program called the *Paul Whiteman Club*, with Mr. P. W. himself and the best, the most varied, and the gayest popular recordings to be found anywhere in the country. But before anyone could settle down for a long sustaining pull, the *Paul Whiteman Club* was a complete sell-out. On June 30, Whiteman took the air with a full quartet of sponsors—the R.J. Reynolds Tobacco Company, National Biscuit Company, Wesson Oil and Snow-drift Sales Company Inc., and Nestle's Milk Products. Effect of the *Paul Whiteman Club* was that it hung up a record for the largest time sale in the history of radio even before it hit the microphone.

In the children's field there is *Terry and the Pirates* (Quaker Oats) followed by two popular daily quarter-hour features, *Jack Armstrong* (General Mills) and *Sky King* (Derby Foods), which were lengthened to half-hour programs heard on alternate days. Thus giving children the benefit of a full-length feature in the afternoon.

## Saturday's Children

The favorite prize-winner, *Land of the Lost*, returned to ABC on Saturday mornings this year under the sponsorship of Bosco and the guidance of Isabel Manning Hewson. There are 9,000 *Land of the Lost*

clubs in the United States and Canada. The unusual undercurrent of satire about the week's events is said to have parents eavesdropping.

The new *Abbott and Costello Kid Show* on Saturdays is the latest and zaniest children's event on the air. A and C are masters of ceremonies and give away a \$1000 bond every week to the boy who has performed the best deed of the week in combatting juvenile delinquency.

## Princess and People

The decade's most famous romance was reported by radio direct from Westminster Abbey during November, when Princess Elizabeth and Prince Phillip, Duke of Edinburgh, were married by the Archbishop of Canterbury. All over America listeners arose at dawn to hear this colorful pageant. ABC, with other reporters, joined that royal setting to describe the details of the medieval ceremony, and to bring the voices of the principals to listeners in this country.

ABC, in realistic reporting, also took America inside the Washington hearing rooms for documented questions-and-answers in three highly charged Congressional hearings: those of the Un-American Activities Committee, the Howard Hughes investigation, and the Coal Mine investigations. Hours and days of testimony were recorded, then edited and broadcast over ABC for the nation to appraise the participants by direct contact with their voices as they appeared.

Pauline Frederick got the exclusive over ABC of James F. Byrnes on the eve of the publication of "Speaking Frankly." In another mood, Walter Kiernan split the air with laughter when he interviewed people at large about the flying saucers during a July heatwave.

*Headline Edition*, ABC's nightly news feature, brought the leaders of the United Nations Assembly, including all United States delegates, to the microphone during the year. And the series, *UN General Assembly Proceedings*, conducted by Gordon Fraser, comprised a weekly review of recorded highlights of Lake Success.

In spot news, there was the Texas City disaster, vividly described from the first bulletin to the last curl of smoke that rose from the embers of a destroyed community. Forest fires, raging across New England and New York State, were caught and described through ABC microphones. The heroic rescue by the Coast Guard cutter Bibbe was relayed to America as the ill-fated Bermuda Sky Queen sank in mid-Atlantic.



# Freedom of Speech

It happens constantly at ABC, but the most dramatic example of the equality of opportunity to bring controversial issues before the people was afforded during the debate preceding passage of the Taft-Hartley legislation. The American Broadcasting Company believes that qualified disputants in such a major issue should not be inhibited in voicing their opinions via radio. So it was that advocates of each side were given the opportunity to use ABC facilities—both free and paid—to argue the merits of the case. Thus, commentators of varying viewpoints were supplemented by people directly on the firing line of the dispute, for the most informative and well-balanced coverage given by any mass medium of communication.

## Comment . . .

The Taft-Hartley broadcasts were, however, no isolated instance. ABC from its inception has believed in giving the broadest latitude to commentators presented over its facilities. As a result, the network has built a series of commentary broadcasts unique in the radio industry. Many shades of opinion are regularly presented.

The ABC news schedule offers both variety and range of presentation, including commentators whose personal interpretations vary among liberal, middle-of-the-road and conservative leanings. They include the dynamic expressions of Walter Winchell, whose activities on behalf of the Damon Runyon Memorial Cancer Fund received wide recognition, and of Drew Pearson whose idea for a Friendship Train dramatized the need to aid Europe with food shipments; the Washington comments of Elmer Davis, Martin Agronsky, H. R. Baukhage, Joseph Alsop and Raymond Swing; the weekly analysis of the news by Erwin Canham, Editor of the Christian Science Monitor, and by Sam Pettengill; and the day to day coverage of such New York news gatherers as Walter Kiernan, George Hicks and Gordon Fraser. The Hollywood and New York movie and theatrical "beats" are covered by such famed columnists as Louella Parsons, Jimmy Fidler and Dorothy Kilgallen.

In addition, ABC's "Headline Edition" brings to the ABC microphone five times a week the "people who make the news," so that listeners may learn directly from those who participate in important national



and international events what is going on in this country and throughout the world. ABC maintains a staff of 32 foreign correspondents located in Paris, London, Rome, Berlin, Moscow, Tokyo and other foreign capitals throughout the world. These correspondents regularly present interpretive reporting on happenings outside the country.

Through its "News of Tomorrow" this staff of reporters, together with reporters in the leading cities of this country, keep listeners up-to-date on the daily happenings.

ABC's news objective is to supply impartial and factual information supplemented by interpretations of news commentators whose political and economic thinking varies to include the various shades of American public opinion.

Supplementing its factual news and commentator coverage, ABC, during the year, apportioned time for divergent viewpoints on public issues. In addition to making available to the two largest labor organizations and the two largest management organizations weekly time for the presentation of their views, ABC also sold time during the year to the American Federation of Labor, to the Brotherhood of Railway Trainmen, for its weekly news commentary by Dorothy Fuldheim, and to other groups for discussion of controversial issues.

## On the Playing Fields

Football . . . fights . . . golf . . . racing—the best of them during 1947 were heard over the ABC microphone.

Sports Director Harry Wismer had the ear of gridiron fans every Saturday with his top-notch attraction, the "Game of the Week," sponsored by the United States Army Recruiting Service. His New Year's holiday was a working day in the Sugar Bowl football classic between Alabama and Texas. And to round out the gridiron picture, ABC in the closing month of the year presented an exclusive broadcast of the National Professional Football League championship game, sponsored by General Mills and Wilson Sporting Goods.

The greatest prize ring in the world is the ABC network. Every Friday evening, for major pugilistic encounters, its microphones are at Madison Square Garden. And when, in December of 1947, Joe Louis undertook the defense of his world heavyweight championship against Jersey Joe Walcott, it was ABC, with the sponsorship of the Gillette

Safety Razor Company, which carried the spectacular description of that encounter to the nation. And, by no means incidentally, it racked up a Hoopering of 41.5 for the broadcast, the highest Hooper for any single broadcast of the past year.

Every day isn't a day of world championship decisions, however, and ABC recognizes this. So, to keep sport fans constantly abreast of the day-to-day developments in the world of sport, Joe Hasel nightly is on hand with the last minute news from the ring, the rink, the diamond, the gridiron, the links, the tennis court, the track.

ABC looks back on its sports coverage with a justified feeling of satisfaction. It was over our network that the Gillette Safety Razor Company brought to its listeners the 1947 Open Golf Championship and the 47th U. S. Amateur Tournament. ABC carried the NCAA basketball championship; and the time-honored Jamaica and Belmont handicaps on the turf.

## Two on the Aisle

Show business had its most successful ABC season during the past twelve months. On top of the resumption of *Bing Crosby* (Philco) came a shower of sparkling names: *Lionel Barrymore* for Noxzema; *Abbott and Costello*, the zany cooperative team; *Vox Pop* (American Express); *Groucho Marx* for Elgin-American; *Jack Paar* for American Tobacco; *Henry Morgan* for Eversharp; *The Texaco Star Theatre* with *Tony Martin*, *Evelyn Knight* and *Allan Young* sponsored by the Texas Company; these were the powerhouse of Wednesday evening entertainers.

Sunday boasted *Drew Pearson* (Lee Hats); *Monday Morning Headlines* (Air Wick); *The Greatest Story Ever Told* (Goodyear); *Child's World*, the remarkable x-ray of the juvenile mind at work; *Exploring the Unknown*, prizewinning drama of science; the *Detroit Symphony Orchestra* (Reichhold Chemicals); *Walter Winchell* and *Louella Parsons* (Jergens-Woodbury); *The Theatre Guild on the Air* (United States Steel Corporation), and *Jimmy Fidler* (Carter Products).

Friday's parade includes the distinguished *This Is Your FBI* (Equitable Life Assurance Society), officially sanctioned by the Federal Bureau of Investigation as a convincing deterrent to crime. *Break the Bank* (Bristol-Myers Company) is one of the most popular audience participation shows in radio, and holds the keystone position in the Friday schedule. *The Lone Ranger*, perennial favorite of the children, con-



tinues under the General Mills banner (it is now teamed with the *Green Hornet* for the same sponsor). *The Fat Man* (Norwich Pharmacal Company) and *The Sheriff* (Pacific Coast Borax Company) plus the Gillette Safety Razor Company's boxing bouts complete an evening of exciting entertainment.

And the ever-changing pattern of radio has dotted 1947's schedule with new ideas, new formulas, new names. *Mr. President*, the weekly guess-who built around the events in White House careers, stars Edward Arnold. *Candid Microphone*, produced by Allen Funt, tiptoes into strange living rooms, court rooms, barber shops, and blind alleys to record the amusing reactions to embarrassment, praise, practical jokes, inquiries or insults at the hands of Mr. Funt. Likewise, the *Tales of Willie Piper* (General Electric), on Thursdays, is a new show to radio—one that portrays, with great warmth, the problems of a young and happily married couple. And on the same evening, *Darts for Dough* (Doctor Pepper) continues its popular appeal. The Saturday evening programs maintain great popularity. *Famous Jury Trials* (General Mills) followed by the hard-hitting chronicle of racket busting, *Gangbusters* (L. E. Waterman Company) have two 1947 additions to keep them company: *Murder and Mr. Malone* (Wine Growers Guild) and *Professor Quiz* (American Oil Company). Opie Cates, the wide-eyed boy from Arkansas, is a new discovery of 1947 at ABC; and Paul Whiteman's *On Stage, America* (National Guard) searches for that elusive commodity of the entertainment world, new talent.

## Then There is Tuesday . . .

In all radio there is no more distinguished evening than Tuesday on ABC. 1947 brought a bold experiment in the form of an entire evening devoted to a succession of programs designed to appeal to the grey-matter of the nation's radio audience. Here are the incomparable *Boston Symphony Orchestra* under its conductor, Serge Koussevitzky; *America's Town Meeting of the Air*; Erwin S. Canham, editor of the "Christian Science Monitor"; *Youth Asks the Government*, the spirited panel of teen-agers who question government officials and neither ask nor give any quarter; *Labor, U.S.A.*, produced alternately by the American Federation of Labor and the Congress of Industrial Organizations; and *Let Freedom Ring*, produced alternately by the United States Chamber of Commerce and the National Association of Manufacturers.



# Thermometer Department

Throughout the hours of the network day there are people who make a business of taking our temperature to test relative popularity of programs. During 1947, those peripatetic folk handed us a set of charts which appear to prove that the patient is growing stronger by the year.

For instance, ABC's popular morning programs from 9:00 AM to 12:00 Noon had, by November, a 28.7 per cent share of the listening audience according to the Hooperating. For the last four years ABC has been first among all networks in the average morning rating, and it has had the highest average of all Hooperated morning programs on the air.

Another dramatic rise was enjoyed by the *Theatre Guild on the Air*, which this season has reached the prominence which it deserves. In November the production of Eugene O'Neill's "The Straw", which starred Robert Mitchum and Mary Anderson, received a rating of 12.7, which was 36.5 per cent of the listening audience.

The recent heavyweight championship bout between Joe Louis and Jersey Joe Walcott turned in an average rating of 41.5, which represented 80.2 per cent of all sets in use at that time.

But a fact that does not appear in statistics did come to light during a survey conducted for the *Greatest Story Ever Told*, which portrays inspiring dramas of the New Testament. A listener not only stated his enthusiasm for the program, but reported that an automobile thief in his community tuned in the radio of a stolen car and, confronted by this moving program, returned the car and gave himself up to the authorities.

## ... Over These Same Stations

More and more of the country's leading markets have become a part of "these same stations" that announcers talk about. For example, today ABC has 265 affiliated stations in the United States, Canada, Bermuda, and Hawaii; and their total power is 1,045,700 watts. Only four years ago there were but 160 stations with a total of 469,800 watts. This year ABC will have eleven stations with 50,000 watts of power. The network today owns five great stations instead of its original three. The following table gives some idea of the 38 improvements in ABC facilities during 1947 and early 1948.

# ABC Improvements

SINCE JAN. 1, 1947

Station	City & State	Mkt. Rk.	Improvements	Date
WAYS	Charlotte, N. C.	93	From 1000 w to 1000-5000 w	2-1-47
WSPR	Springfield, Mass.	37	From 500 w to 1000 w	2-4-47
KSWO	Lawton, Okla.		From 250 w (D)—1150 k to 1000 w 1380 k	4-13-47
WLAW	Lawrence, Mass	5	From 5000 w to 50,000 w	4-20-47
(Pt. of Boston)				
KVOS	Bellingham, Washington		From 250 w to 1000 w	5-24-47
KGKL	San Angelo, Texas	216	From 250 w 1400 k to 1000 w 960 k	6-2-47
WSLI	Jackson, Miss.	124	From 250 w 1450 k to 5000 w 930 k	7-5-47
WDEF	Chattanooga, Tenn.	86	From 250 w 1400 k to 1000 w 1370 k	7-17-47
KALB	Alexandria, La.	247	From 1000 w to 1000-5000 w	9-2-47
WPDQ	Jacksonville, Fla.	66	From 1270 k to 600 k	9-4-47
KCMO	Kansas City, Mo.	21	From 5000 w 1480 k to 10,000 w 810 k	9-9-47
WMPS	Memphis, Tenn.	45	From 500 w 1460 k to 5000 w 680 k	9-21-47
WELI	New Haven, Conn.	29	From 500 w to 1000 w	10-3-47
KFSA	Ft. Smith, Ark.	225	From 1000 w (D) to 500-1000 w	10-8-47
WBEC	Pittsfield, Mass.	144	From 100 w to 250 w	10-19-47
WBTM	Danville, Va.	220	From 250 w 1400 k to 1000 w 1330 k	11-15-47
KGHI	Little Rock, Ark.	102	From 250 w 1230 k to 500 w 1250 k	12-1-47
KGO	San Francisco, Calif.	7	From 7500 w to 50,000 w	12-1-47
WFIL	Philadelphia, Pa.	4	From 1000 w to 5000 w	12-15-47
WMFD	Wilmington, N. C.	221	From 250 w 1400 K to 1000 w 630 k	12-15-47
WKBZ	Muskegon, Mich.	172	From 250 w 1490 k to 1000 w 850 k	12-15-47
WREN	Topeka, Kans.		From 1000 w to 5000 w— Moved from Lawrence	12-15-47
WGH	Norfolk, Va.	42	From 250 w 1340 k to 5000 w 1310 k	1-1-48
KEX	Portland, Ore.	19	From 5000 w to 50,000 w	1-1-48
KGA	Spokane, Washington	71	From 10,000 w to 50,000 w	1-1-48
<hr/>				
			<u>Under Construction</u>	<u>Probable Date</u>
WAGE	Syracuse, N. Y.	59	From 1000 w to 5000 w	2-1-48
KFDM	Beaumont, Texas	98	From 1000 w to 5000 w	2-1-48
KOME	Tulsa, Okla.	76	From 250 w 1340 k to 1000 w 1300 k	3-1-48



<u>Station</u>	<u>City &amp; State</u>	<u>Mkt. Rk.</u>	<u>Under Construction</u>	<u>Probable Date</u>
KTOK	Oklahoma City, Okla.	55	From 250 w 1400 k to 1000 w 1000 k	4-1-48
WLVA	Lynchburg, Va.	195	From 250 w 1230 k to 1000 w 590 k	4-1-48
WSLS	Roanoke, Va.	111	From 250 w 1240 k to 1000 w 610 k	4-1-48
WLAP	Lexington, Ky.	120	From 250 w 1450 k to 1000 w 630 k	4-1-48
WFMJ	Youngstown, Ohio	38	From 250 w 1450 k to 5000 w 1390 k	6-1-48
KFBK	Sacramento, Calif.	69	From 10,000 w to 50,000 w	6-1-48
KGEM	Boise, Idaho	189	From 250 w 1340 k to 10,000 w 1140 k	6-1-48
WMFF	Plattsburgh, N. Y.		From 250 w 1340 k to 1000 w 960 k	9-1-48
WJIM	Lansing, Mich.	92	From 250 w 1240 k to 1000 w 550 k	10-1-48
KEIO	Pocatello, Idaho		From 250 w 1450 k to 500 w 1440 k	11-1-48

(D)—Day Only.

Go where the people are. That is the guiding precept of ABC's station expansion policy. In the next table are shown the markets added during 1947 and about to join, all of which are among the top 300 markets in America:

## ABC Station Additions

Since Jan. 1, 1947

<u>Station</u>	<u>City &amp; State</u>	<u>Mkt. Rk.</u>	<u>Power</u>	<u>Freq.</u>	<u>Date</u>
WKNA	Charleston, W. Va.	94	1,000	950	1-9-47
KIFI	Idaho Falls, Ida.		250	1400	1-10-47
KTRC	Sante Fe, N. Mex.		250	1400	1-15-47
KCOY	Santa Maria, Calif.		250	1400	1-17-47
WHAN	Charleston, S. C.	113	250	1340	1-19-47
KHUM	Eureka, Calif.	272	250	1240	1-26-47
WGAT (D)	Utica, N. Y.	80	250	1100	1-31-47
WILK	Wilkes Barre, Pa.	31	250	1450	2-13-47
KOPO	Tucson, Ariz.	153	250	1450	2-27-47
WGLN	Glens Falls, N. Y.		100	1230	3-15-47
WBEC	Pittsfield, Mass.	144	100	1490	3-25-47
WRRZ (D)	Clinton, N. C.		1,000	880	4-5-47
WELM	Elmira, N. Y.	170	250	1400	4-20-47
WDIG	Dothan, Ala.		250	1450	5-1-47
WGNH	Gadsden, Ala.	233	250	1400	5-15-47
WAPX	Montgomery, Ala.	137	1,000	1600	5-28-47



<u>Station</u>	<u>City &amp; State</u>	<u>Mkt. Rk.</u>	<u>Power</u>	<u>Freq.</u>	<u>Date</u>
WRTA	Altoona, Pa.	114	250	1240	6-18-47
WDLZ	Green Bay, Wisc.	147	250	1400	6-19-47
WLCX	LaCrosse, Wisc.	192	250	1490	7-1-47
WARK	Hagerstown, Md.	202	250	1490	7-20-47
WGFG	Kalamazoo, Mich.	107	1,000	1360	8-8-47
KIT	Yakima, Washington	142	1,000	1280	9-1-47
WLAM	Lewiston, Me.	207	5,000	1470	9-4-47
WCOM	Parkersburg, W. Va.	241	250	1230	9-6-47
KRAL	Rawlins, Wyo.		250	1240	9-9-47
WILM	Wilmington, Del.	53	250	1450	9-15-47
WENE	Endicott, N. Y.	103	250	1450	9-18-47
WGUY	Bangor, Me.	206	250	1490	9-20-47
WHBC	Canton, Ohio	64	5,000	1480	9-28-47
WCRO	Johnstown, Pa.	90	250	1230	9-30-47
WHRV	Ann Arbor, Mich.	155	1,000	1600	10-5-47
KFRE	Fresno, Calif.	63	250	1340	10-15-47
KFSA	Ft. Smith, Ark.	225	500	950	11-1-47
WARC	Rochester, N. Y.	40	1,000	950	11-12-47
KWRN	Reno, Nev.	143	250	1490	11-26-47
KFDX	Wichita Falls, Texas	150	1,000	990	12-8-47
KEPO	El Paso, Texas	115	5,000	690	12-15-47
WIRL	Peoria, Ill.	70	5,000	1290	1-1-48
WTHI	Terre Haute, Ind.	117	1,000	1480	1-1-48
KFGO	Fargo, N. D.	188	5,000	790	1-1-48

(D)—Day Only.

### FUTURE ADDITIONS

WNAO	Raleigh, N. C.	181	5,000	850	2-1-48
WISC	Madison, Wisc.	95	1,000	1480	2-1-48
KOPR	Butte, Mont.	171	1,000	550	3-1-48

## ABC Station Replacements

Since Jan. 1, 1947

<u>Station</u>	<u>City &amp; State</u>	<u>Mkt. Rk.</u>	<u>Power</u>	<u>Freq.</u>	<u>Date</u>
WFAA	Dallas, Texas	27	5,000	570	4-27-47
WKWK	Wheeling, W. Va.	91	250	1450	6-15-47
WQAM	Miami, Fla.	39	1,000	560	6-15-47
KITO	San Bernardino, Calif.	130	1,000	1290	11-15-47
WHOO	Orlando, Fla.	138	5,000	990	12-5-47
WCON	Atlanta, Ga.	28	5,000	550	12-15-47

### FUTURE REPLACEMENTS

WRUN	Utica, N. Y.	80	1000-5000	1150	1-15-48
WRWR	Albany, N. Y.	36	10,000	850	2-1-48

(D)—Day Only.

# We Proudly Serve . . .

To these millions of listeners ABC rendered, in 1947, a still more challenging array of public interest programs.

In the documentary field a daring keynote was sounded with *Slums I* and *Slums II*, a shocking tale told by actual slum-dwellers in their tenements; followed by the three-cornered debating of slum clearance experts under the chairmanship of Charles P. Taft.

*1960? Jiminy Cricket!* struck out into new fields of the broadcasting art to predict the national economy in 1960, as seen through the fantastic eyes, and songs, of Walt Disney's Jiminy Cricket, Donald Duck, and the Seven Dwarfs. The musical hour was based in part on the findings of the Twentieth Century Fund as published this year in "America's Needs and Resources, 1950-1960."

*School Teacher*—1947 inquired, through the course of three programs, into public education, and blueprinted the experience of Minneapolis in meeting and solving the problem.

*World Security Workshop*, in its second year, featured a series of panel discussions led by Mrs. Franklin D. Roosevelt, who invited leading delegates to the United Nations Assembly as her Sunday guests. Following adjournment of the Assembly, the Workshop was drastically redesigned to be a trial court for world issues. Columbia University students of law and international affairs, led by a professor in the law school, prepared and tried major world questions before the jury of radio listeners.

*Youth Asks the Government*, referred to above, takes the audience into affairs of state and lets such statesmen as Senator Joseph H. Ball and Senator Warren G. Magnuson be subjected to the questions of bright, young high school students.

*Are These Our Children?*, devoting itself to dramatic studies in the field of juvenile delinquency, now features such leaders in child welfare and penology as Judge Anna Kross, Edward Lucas and Harold S. Strong to summarize the cases and make recommendations to listening parents.

*Child's World*, another entirely original experiment in radio as well as child psychology, brings the unrehearsed and spontaneous conversation of children with Helen Parkhurst, noted educator, on such topics as "Prejudices," "God," "Ambitions," "Radio," "Lying" and the other problems which confront children and parents with equal perplexity.



This 1947 addition carries with it, as a helpful guide to parents, a printed commentary by the celebrated psychologist, Lawrence K. Frank.

*America's Town Meeting of the Air* enjoyed an increased audience when it moved to Tuesday evening. The November Hooperating read 6.8 for the question, "How Should We Meet the Threat of the New Comintern?"

*Theatre Guild on the Air* has, during 1947, reached new peaks of popularity with dramas ranging from "Abe Lincoln in Illinois," starring Raymond Massey, to "Macbeth" starring Maurice Evans and Judith Anderson. Likewise, listeners heard the Boston and Detroit Symphonies, the latter having featured Miss Margaret Truman in her public debut last spring, and a \$25,000 first prize for outstanding composition, awarded by Henry H. Reichhold.

*The Greatest Story Ever Told*, another program serving serious-minded listeners, has won for its sponsor, the Goodyear Tire and Rubber Company, wide praise for its beautifully conceived dramatizations of the New Testament stories.

The *Metropolitan Opera* broadcasts, afforded by the Texas Company each Saturday afternoon, continued to reach an audience of millions of music lovers.

*This Is Your FBI* won greater plaudits for its sponsor, the Equitable Life Assurance Society, and for the network by its relentless exposure of crime and its consistent theme of public service.

For farmers and their families, *The American Farmer* ranges from the potato fields of Maine to the orchards of California and the Northwest to discover and discuss the newest activities and processes in agriculture. The U. S. Department of Agriculture works closely with ABC in supplying facts, figures, methods and advice to rural America.

## Telling People

In 1947 ABC continued to be the only network doing national mass advertising through other than its own facilities. The use of full pages in the *Saturday Evening Post* was continued on a consistent basis, and to this was added a schedule in *Life*.

In the fall of the year, ABC launched a nationwide program of standardized highway signs whereby local stations will more readily be identified as outlets of the network. The cost of this project, which will probably amount to a quarter of a million dollars a year, is being borne by the stations themselves.

# Showing People

ABC, naturally, is concerned that advertisers using its facilities should enjoy a full measure of success. To that end, the network constantly strives to improve its service to the advertiser and to stimulate its independent, affiliated stations along the same lines. During the year, the network furnished its affiliates with many aids toward this objective. Planned, practical, comprehensive kits of publicity, promotion and advertising materials were serviced regularly to the network's affiliates during the year, embracing suggested advertisements, car and window cards, announcements, direct mail promotion, photographs, matrices and mimeographed publicity releases.

In addition, in a number of cases the network collaborated directly with affiliates in promoting local appearances of network broadcast programs, as in the case of the tour of Tom Breneman's *"Breakfast in Hollywood"* and local appearances of Don McNeill and the *Breakfast Club*.

The cumulative effect of this activity is another way which ABC is using to carve out a greater future for radio broadcasting.

## New York's First Station — 50,000 Watts of WJZ

As 1947 closed, high spots in WJZ activity should be noted. Tom Breneman brought his famous *Breakfast In Hollywood* to Madison Square Garden in October and filled the great auditorium with nearly 18,000 fans who paid a dollar each to see this famous network program. The profits were donated to the Damon Runyon Memorial Cancer Fund.

During the winter and spring seasons, WJZ launched the outspoken dramatic series, *Searchlight on the Schools*, which reported to the people on the investigation of the New York City public schools, conducted by the Public Education Association. Further, in the field of public service, WJZ is now launching a newly-designed daily farm program beginning at 6:00 AM and containing latest market information for the 700,000 farms in WJZ's area. Phil Alampi, the station's farm editor, will conduct the new venture.



WJZ is now arranging a series of intercollegiate debates among colleges and universities in this region. Topics will be primarily those of domestic and international importance.

## WXYZ — Detroit

1947 was a banner year for WXYZ with the presentation of numerous new public service projects. A new series "Down Our Street," scheduled to run 52 weeks, was inaugurated for the purpose of eliminating many dull talks and interviews for community campaigns. Each broadcast dramatizes a heart-warming episode of current community interest. The "School Music Hour," Detroit's first school program, completed its tenth year while "Quizdown," presented in cooperation with the Detroit public and parochial schools and the Detroit *Free Press*, ended its third year.

"Variety Club Special," a 15-minute dramatized show written and produced by WXYZ to assist a special cancer drive, was so impressive that it was presented at the Variety Club's national convention in Los Angeles. Through a series of four programs directed to bicycle safety, WXYZ enlisted the support and cooperation of the Detroit *Free Press*, the Accident Prevention Bureau of the Detroit Police Department, and the Detroit school board to inaugurate bicycle safety clubs in the schools.

An important addition to the WXYZ staff was Ross Mulholland, Detroit's No. 1 disc jockey. This daily program, the "Barefoot Society," has brought to WXYZ a sharp increase in national and local participating business.

An addition to WXYZ's network originating shows, another long time local, "Challenge of the Yukon," in the same class with the "Lone Ranger" and the "Green Hornet," made its debut as a network program in June 1947.

"Sandlotters," the oldest sustaining program on the station, became sponsored and awarded two \$1,000 scholarships to Detroit's most deserving and scholarly athletes.

Sales at WXYZ jumped during 1947 with twenty-six new program accounts. Local and spot sales included 103 new accounts.

## KGO — San Francisco

The most important chapter in KGO's 24-year history was written during 1947 with the opening December 1st of KGO's new, ultra-modern 50,000 watt transmitter. With transmitting facilities second to

none in the nation, KGO is again famous for its power—as it was when it pioneered on January 8, 1924, as a 1,000-watter.

California Governor Earl Warren, Tom Breneman and Edward J. Noble, ABC Chairman, opened the new transmitter on Monday, December 1st. In the evening Governor Warren, Mr. Noble and William Gargan appeared on KGO's coast-to-coast inaugural half hour. Dozens of special programs observed the event throughout the week, and two premiere evening half hours were produced for the ABC Pacific network.

The 50,000 watt promotion campaign was larger than any ever conducted in Northern California, featuring advertisements in thirty metropolitan newspapers, an eight-page magazine supplement in the San Francisco *Chronicle*, direct mail pieces, and an experimental sales presentation in the form of a melodrama that aroused great interest in the advertising trade.

The Program Department continued originating programs for network use throughout 1947, the highlight being Ohio State University's first place award to "Are These Are Children?," KGO's transcontinental half hour drama designed to fight juvenile delinquency.

In addition, more than 25 local live programs were built for sale, of which seven now have sponsors.

Another highlight of 1947 was the National Headliner Medal of Merit award to KGO chief announcer John Galbraith for his on-the-spot wire-recorded description of the Alcatraz Prison riot.

Sales activity during 1947 continued at a brisk pace with development of ten new local program sponsors and the largest sales including three evening half hours, five weekday strips, and renewal of the transcontinental "Murder and Mr. Malone" for Wine Growers Guild. With the sale of 10:00 to 10:30 PM Wednesdays to Sherman Clay & Company for *Alan Ladd's* "Box 13," the station is attempting to set a western precedent for "vertical half hour programming" during the latter part of the evening.

## WENR — Windy City

Two outstanding contributions in the way of new commercial programs are "Wanted: A Place to Live," a public service program which has attracted national attention not only in the field of radio but in the press generally; and "The House that Music Built," sponsored by Lyon and Healy, an 83-year old institution making their first radio effort.



WENR facilities and talent were selected as being in complete keeping with the dignity and ideals of Lyon and Healy.

WENR also instituted a novel idea in recorded shows with the program, "College Inn Platter Party." While the music originates in our studios, the commercials are done by a master of ceremonies from the College Inn and timed and fitted into a sequence which has made this local participation show outstanding among all similar local programs.

There has been a general upsurge of Hooperatings on all WENR programs due to a well coordinated promotion effort.

## KECA — Los Angeles

Perhaps KECA's most spectacular public interest program was the "Ribbon of Dimes" presented in cooperation with the Hollywood *Citizen-News* to swell the fund for infantile paralysis victims. From 6:00 AM to 10:30 PM it went on and, when it was over, the ribbon extending from Sunset to Hollywood and back again on Vine Street contained 92,000 dimes contributed by an estimated crowd of 50,000 citizens of this place called Hollywood. The "Ribbon of Dimes" took place in January, and it is to be an annual event at KECA.

During the year, KECA produced and presented several other outstanding programs in the public interest. "Prevention Preferred," a weekly series produced in cooperation with the Parent Teachers Association, encouraged parents to have children periodically checked to prevent sickness and disease.

Several weeks before public schools were dismissed, KECA put underway a plan to help combat juvenile delinquency. This was "Jobs for Juniors," a half hour program built along the lines of "Jobs for GI's," a KECA offering which received national recognition last year. The program was based on the premise that a working juvenile keeps out of trouble. The Los Angeles Board of Education and PTA Councils all supported it, resulting in the placement of thousands of students in temporary as well as permanent employment.

During June, the station inaugurated a new series of quarter hour narratives entitled "The American Tradition." The program exemplified the purpose and meaning of current holidays, observances and commemorations in the public interest.

For the second year, KECA aided the Atwater Kent Foundation by soliciting and presenting the winners of the auditions of non-professional singers. The promotion started in January and ended in May, with local

and regional broadcasts and a final transcontinental broadcast of the winners. \$15,000 in cash prizes, awarded by Atwater Kent, went to the ten winners.

National spot and local sales for 1947 reflected an increase of approximately 22% over 1946.

KECA won three promotion awards during the year: The *Billboard* Award for Single Campaign among National Channel Network Affiliates; the City College of New York Award of Merit for the Most effective Promotion of a Sponsored Radio Program; and the Union Pharmaceutical Company Award.

## Cooperative Success

During 1947 more than 700 sponsors throughout the country were a part of ABC's cooperative programs, which became a major enterprise. Great names in entertainment, news and culture have joined the plan, including *America's Town Meeting of the Air*, currently the highest rated forum program on the air; *Abbott and Costello*; *Nancy Craig*; *Headline Edition*, the nightly news report; *Harry Wismer's Sports Commentary*; *Dick Tracy*; *H. R. Baukhage*; *Martin Agronsky*; *Elmer Davis*; and *Ethel and Albert*.

Beginning in January, 1948, the renowned *Boston Symphony Orchestra* under Serge Koussevitzky becomes a cooperative program available for sponsorship over each of ABC's local stations. Another major addition to this schedule will be Edward Arnold starring in *Mr. President*, the program which has created wide interest in the history of the White House.

Billing in the Cooperative activity is running at the rate of more than \$1,000,000, and 528 salesmen in 202 ABC stations were active in its success.

## Television

The eyes of radio turned more and more toward television during 1947 when the medium first began to manifest the extent of its full potential. ABC has been granted construction permits for television stations in New York, Detroit, Chicago, Hollywood, and San Francisco. Excellent transmitter sites have already been obtained in four of these cities: on famed Mount Wilson for KECA-TV, Hollywood; the hilltop



estate of Adolph Sutro for KGO-TV, San Francisco; the Civic Opera Building in Chicago, for WENR-TV; and the Maccabees Building in Detroit for WDLT. At the turn of the year final negotiations were well under way for use of one of New York's tallest midtown buildings for ABC television and FM facilities serving the New York area. In all five cities, ABC will operate on Television Channel Number 7. Actual television operations are planned during 1948.

In television programming, emphasis was put on the development of remote pickup techniques. With a view toward developing a system of national news gathering for television, ABC in cooperation with the Eastman Kodak Company, on April 8, 1947, staged the first public demonstration of the use of fast film processing for presenting a news telecast.

ABC also went forward with research in the field of the documentary film and, with the cooperation of the Automobile Manufacturers Association and the Automotive Safety Foundation, produced and presented two documentary films dealing with the automotive industry.

In the field of education, ABC launched the first accredited television course at Ithaca College, Ithaca, New York, and supervised its entire operation through two semesters. The network also organized television seminars with guest lecturers for the American Theatre Wing and has acted as consultant in designing the curriculum for television courses at American University, Washington, D. C.

While live programming experimentation gave way during the year to the more necessary engineering investigation, ABC has continued its exploration of program content and techniques and expects to be in a strong program position for the launching of telecasting over our own facilities as soon as the necessary construction at the sites is completed.

## Frequency Modulation

The year 1947 brought ABC two additional permits for network-owned FM stations. The total is now five, which includes New York, Detroit, Chicago, San Francisco and Los Angeles. Of these, KGO-FM in San Francisco is already in operation; and the Detroit, Chicago and Los Angeles stations are expected to commence operation by January, 1948. The new York station, WJZ-FM, which was authorized late in 1947, is expected to commence operation in early 1948. By the first December, 1947, 148 ABC affiliates had been granted FM licenses, and 48 of these were already authorized to commence actual operations.

# They Also Served

## Organizations Which Cooperated With ABC in 1947 Programs

- |  |  |
|--|--|
| Academy of Motion Picture<br>Arts and Sciences             | National Association of Evangelicals           |
| American Association of<br>University Women                | National Association of Manufacturers          |
| American Cancer Society                                    | National Cancer Foundation                     |
| American Council of<br>Christian Churches                  | National Catholic Welfare Conference           |
| American Federation of Labor                               | National Conference of Christians<br>and Jews  |
| American Legion  | National Council of Catholic Men               |
| American Medical Association                               | National Education Association                 |
| American National Red Cross                                | National Federation of Music Clubs             |
| Bishops' Relief Committee                                  | National Foundation for Infantile<br>Paralysis |
| Boston Conference on Distribution                          | National Jewish Welfare Board                  |
| Boy Scouts of America                                      | National Safety Council                        |
| Catholic Charities   | Negro Publishers Association                   |
| Centenary International Philatelic<br>Exposition           | New York Herald Tribune                        |
| Citizens' Food Committee                                   | Overseas Press Club                            |
| Community Chests of America                                | Public Education Association                   |
| Congress of Industrial Organizations                       | Republican National Committee                  |
| Democratic National Committee                              | Damon Runyon Memorial Fund                     |
| Alfred I Du Pont Awards Committee                          | Salvation Army                                 |
| Federal Council of Churches                                | Socialist Labor Party                          |
| Fifty Two Association                                      | Socialist Party                                |
| Foreign Mission Conference of<br>North America             | Thirty-fifth Division Association              |
| Foreign Policy Association of<br>Philadelphia              | United Jewish Appeal                           |
| Greek War Relief Association                               | United Negro College Fund                      |
| International Chamber of Commerce<br>(U. S. Associates of) | U. S. Army                                     |
| International Telecommunications<br>Conference             | U. S. Army Air Forces                          |
| Joint Committee for Equal Rights                           | U. S. Chamber of Commerce                      |
| Junior Chamber of Commerce                                 | U. S. Navy Department                          |
| Metropolitan Opera Guild                                   | United World Federalists                       |
|  | Veterans of Foreign Wars                       |
|  | Woodrow Wilson Foundation                      |
|  | Young Men's Christian Association              |
|  | Young Women's Christian Association            |

## Awards

The following is a partial list of awards received by ABC, its program personalities, and its affiliated stations during 1947:



## George Foster Peabody Radio Awards

*Hiroshima*—Special citation in the Outstanding Education Program category for the radio adaptation of John Hersey's story.

Henry Morgan—Special citation for outstanding entertainment in drama.

Station WELL (an ABC affiliate)—for outstanding public service by a local station, through its forum program, *Our Town*.

## Alfred I DuPont Award

Elmer Davis, "for meritorious public service performed through the medium of radio."

## Institute For Education By Radio (Ohio State University)

ABC led all other networks in first place citations for network educational programming with five first awards and two honorable mentions:

*Theatre Guild on the Air*

*Are These Our Children?*

Raymond Swing

*World Security Workshop*

Cultural

Personal and Social Problems

News Interpretation

Furthering International Understanding

Special One-Time Broadcasts

To ABC "marching beside the headlines instead of marching behind them, as exemplified by *School Teacher* — 1947 and *Hiroshima*."

Honorable Mentions were:

*America's Town Meeting of the Air* Presenting Public Issues

*Youth Asks the Government* Teen Agers

## College of the City of New York Second Annual Radio and Business Conference Awards

A plaque, the highest award, for outstanding achievement in program and/or promotion, regardless of category went to:

ABC —Class: National Radio Networks

WFIL (an ABC affiliate) —Class: 500 to 1,000 Watt Radio Stations

## Awards of Merit Went to:

ABC—for creation of most effective direct-selling, sponsored radio program (*Henry Morgan Show*)

- ABC—for creation of most effective public service radio program  
(*Hiroshima*)
- WFIL—for creation of most effective direct-selling, sponsored radio  
program (*Teen Age Time*)  
—for most effective promotion of a sponsored radio program  
(*Louis-Conn Fight*)
- KECA—for most effective promotion of a sponsored radio program  
(*Philco Radio Time with Bing Crosby.*)

#### **Honorable Mentions Went to:**

- WING—for unusually effective all-over station promotion
- KXOK—for unusually effective promotion of a sponsored radio program  
(*Rush Hughes*)

#### **Twelfth Annual Radio Poll Conducted By Motion Picture Daily**

Bing Crosby—Best Popular Male Vocalist, Best Master of Ceremonies, Film Personality Most Effective in Radio.

Henry Morgan  
*Theatre Guild on the Air*  
*Boston Symphony Orchestra*  
*Land of the Lost*

#### **Billboard Magazine's 16th Annual Poll**

*Hiroshima*—outstanding single broadcast of the year  
outstanding network public service program of 1946

Bing Crosby—favorite male vocalist

*Theatre Guild on the Air*—favorite dramatic program

Henry Morgan—radio's outstanding new star

#### **Musical America's Fourth Radio Poll**

Boston Symphony Orchestra — outstanding symphony orchestra

Metropolitan Opera Intermission Features—best script material

*Tristan und Isolde*—best broadcast of the Metropolitan Opera (a classification within itself)

Milton Cross—outstanding announcer and commentator (fourth consecutive year)

#### **Variety**

*The Greatest Story Ever Told*—Special award in connection with  
Variety's 14th Annual Radio Showmanagement Survey



## **One World Award Committee**

F. H. LaGuardia was awarded a round-the-world flight as a representative of the press and radio, for contributions to world understanding through his radio broadcasts.

## **Cleveland Plain Dealer's Popularity Poll**

*Bing Crosby*

*Henry Morgan*

*America's Town Meeting of the Air*

*Greatest Story Ever Told*

*Theatre Guild on the Air*

*Detroit Symphony—Sunday Evening Hour*

## **Council Against Intolerance In America**

Drew Pearson—"For his courageous attacks on the Ku Klux Klan culminating in his broadcast last July from the steps of the Georgia capitol."

## **National Safety Council**

*American Farmer*—for distinguished service to safety

## **National Conference of Christians and Jews**

Walter Winchell—distinguished merit award for "contributions to national unity and improved inter-group relations."

*David Harding, Counterspy*—citation

## **Schools and Colleges Association Second Annual Awards**

*Land of the Lost*

*Theatre Guild on the Air*

*Exploring the Unknown*

*Metropolitan Opera*

*David Harding, Counterspy*

*Greatest Story Ever Told*

## **International Council of Religious Education**

*Greatest Story Ever Told*—cited during National Family Week

## **Army Medal of Freedom**

Awarded to George Hicks, commentator, by General Dwight D. Eisenhower for especially meritorious achievement serving as a correspondent attached to SHAEF during the invasion and liberation of European territory."

### **Poor Richard Citation of Merit**

H. R. Baukhage, for "oustanding contributions to radio, journalism and the American public through skillful reporting and lucid interpretation of news during three of the most important decades in history."

### **National Headliners Club**

John W. Galbraith (Chief Announcer, KGO)—Headliner Medal of Merit for the "oustanding news broadcast of 1946"—description of Alcatraz Prison riot.

### **Des Moines Tribune Annual Poll**

*Bing Crosby*—Champion of Champions

*Metropolitan Opera*—first, classical music

*America's Town Meeting*—first, educational forum broadcasts.

### **War Safety Committee of the Treasury Department**

Award to *David Harding*, *Counterspy* for cooperation in war trophy safety campaign.



# Advertisers on ABC During 1947

American Cyanamid Co.  
American Express Co.  
American Federation of Labor  
American Oil Co.  
American Tobacco Co.  
America's Future, Inc.  
Bekins Van & Storage Co.  
Bosco Company  
Bristol-Myers Co.  
Brotherhood of Railroad Trainmen  
Brown & Williamson Tobacco Corp.  
California Medical Association  
Carter Products, Inc.  
Central Trade & Labor Council of Greater New York  
Champion Spark Plug Co.  
Christian Science Publishing Society  
Club Aluminum Products Co.  
G. N. Coughlan Co.  
Curtis Circulation Co.  
Kay Daumit, Inc.  
Derby Foods, Inc.  
Drackett Co.  
Elgin-American  
Equitable Life Assurance Society of the United States  
Eversharp Company  
First National Stores  
Fisher Body (Division of Gen'l Motors)  
Fisher Flouring Mills  
J. A. Folger & Co.  
Forty-Two Products, Ltd.  
Gallenkamp Stores, Inc.  
General Electric Co.  
General Mills, Inc.  
Gillette Safety Razor Co.  
Goodyear Tire & Rubber Co., Inc.

## Advertisers (*Continued*)

John Hancock Mutual Life Insurance Co.  
Harvel Watch Co.  
Hastings Manufacturing Co.  
The Charles E. Hires Co.  
Hunt Foods, Inc.  
Ice Capades, Inc.  
The Andrew Jergens Co.  
Jewish Daily Forward  
John Morrell & Co.  
Kellogg Company  
Knox Company, Inc.  
The Frank H. Lee Co.  
Lewis Howe Co.  
Libby, McNeill & Libby  
Los Angeles Soap Co.  
Meril Studio  
Miles Laboratories, Inc.  
Benjamin Moore & Co.  
National Biscuit Company  
Nestle's Milk Products, Inc.  
N. Y. State Teachers Association  
Norwich Pharmacal Co.  
Noxzema Chemical Co.  
Pacific Coast Borax Co.  
Dr. Pepper Co.  
Peter Paul, Inc.  
Philco Corp.  
Procter & Gamble Co.  
Quaker Oats Co.  
Raymond Laboratories Inc. & Hudnut Sales Co.  
Reichhold Chemicals, Inc.  
R. J. Reynolds Tobacco Co.  
RKO Radio Pictures, Inc.  
Safeway Stores, Inc.  
Schutter Candy Co. (Universal Match Corp.)  
Wm. S. Scull Co.  
Sealy Mattress Co.  
Seeman Brothers, Inc.  
Semler, R. B., Inc.



### Advertisers (*Continued*)

Sterling Drug, Inc.  
Swift & Co.  
Texas Company  
Toni Company  
Union Pharmaceutical Co., Inc.  
U. S. Army & Air Force Recruiting Service  
United States Steel Corp.  
Ward Baking Company  
L. E. Waterman Co.  
Wesson Oil & Snowdrift Sales Co., Inc.  
Westinghouse Electric Corp.  
Wildroot Co., Inc.  
Wine Growers Guild  
William H. Wise & Co., Inc.

# Advertising Agencies

Abbott Kimball Company, Inc.  
N. W. Ayer & Son, Inc.  
Batten, Barton, Durstine & Osborn, Inc.  
Benton & Bowles, Inc.  
The Biow Company, Inc.  
Hill Blackett & Co.  
Brisacher, Van Norden & Staff  
A. E. Brooks Advertising  
Buchanan & Co.  
Compton Advertising Inc.  
Cosby & Cooper Advertising  
Dancer-Fitzgerald-Sample, Inc.  
Doherty, Clifford & Shenfield, Inc.  
John C. Dowd, Inc.  
Bruce Eldridge Advertising  
Erwin, Wasey & Co., Inc.  
William Esty & Co.  
Foote, Cone & Belding.  
Furman, Feiner & Co.  
Andrew Gahagan Associates  
Lawrence G. Gumbinner Adv. Agency, Inc.  
M. H. Hackett Co.  
Hazard Advertising Co.  
Henri, Hurst & McDonald, Inc.  
Honig-Cooper Co.  
Huber Hoge & Sons  
H. B. Humphrey Co.  
Hutchins Adv. Co., Inc.  
Kaplan & Bruck  
Joseph Katz & Co.  
Keeling & Co.  
Kenyon & Eckhardt, Inc.  
Knox Reeves Advertising, Inc.  
Arthur Kudner Agency  
LaRoche & Ellis, Inc.  
A. W. Lewin Co.  
Lockwood-Shackelford Adv.  
MacManus, John & Adams, Inc.



## Advertising Agencies (*Continued*)

J. M. Mathes, Inc.  
Maxon, Inc.  
McCann-Erickson, Inc.  
Raymond R. Morgan Co.  
Needham, Louis & Brorby, Inc.  
Robert W. Orr & Associates, Inc.  
Pacific National Adv. Agency  
Radio Consultants, Inc.  
Robert B. Raisbeck Agency  
Charles Dallas Reach Co., Inc.  
Roche, Williams & Cleary, Inc.  
St. Georges & Keyes, Inc.  
Schwimmer & Scott Adv. Agency  
Russell M. Seeds Co., Inc.  
Sherman & Marquette, Inc.  
Smith, Bull & McCreery Adv. Agency  
Sullivan, Stauffer, Colwell & Bayles, Inc.  
Swaney, Drake & Bement, Inc.  
J. Walter Thompson Co.  
Tracy-Locke Co., Inc.  
Trade Development Corp.  
William Von Zehle & Co.  
Wade Advertising Agency  
Warwick & Legler, Inc.  
Weiss & Geller, Inc.  
Alvin Wilder Agency  
William Weintraub & Co., Inc.  
Young & Rubicam, Inc.

# The ABC Network

WACO	Frontier Broadcasting Company	Waco, Texas
WAGE	WAGE, Incorporated	Syracuse, N. Y.
WAIR	WAIR Broadcasting Company	Winston-Salem, N. C.
WAKR	Summit Radio Corporation	Akron, Ohio
WAPX	United Broadcasting Company Incorporated	Montgomery, Alabama
WARC	WARC, Incorporated	Rochester, N. Y.
WARK	Antietam Broadcasting Corporation	Hagerstown, Maryland
WARM	Union Broadcasting Company	Scranton, Pennsylvania
WATR	Harold Thomas	Waterbury, Conn.
WAYS	Inter-City Advertising Company	Charlotte, N. C.
WBAP	Carter Publications, Incorporated	Fort Worth, Texas
WBCM	Bay Broadcasting Company, Incorporated	Bay City, Mich.
WBEC	Western Massachusetts Broadcasting Co.	Pittsfield, Mass.
WBIR	Radio Station WBIR, Incorporated	Knoxville, Tenn.
WBML	Middle Georgia Broadcasting Company	Macon, Ga.
WBSR	Escambia Broadcasting Company	Pensacola, Fla.
WBTM	Piedmont Broadcasting Corporation	Danville, Va.
WCAE	WCAE, Incorporated	Pittsburgh, Pa.
WCHV	Barham & Barham	Charlottesville, Va.
WCOL	The Pixleys	Columbus, Ohio
WCOM	Parkersburg Broadcasting Company	Parkersburg, West Va.
WCOR	The Constitution Publishing Company	Atlanta, Ga.
WCOP	Massachusetts Broadcasting Corporation	Boston, Mass.
WCOS	Radio Columbia	Columbia, S. C.
WCRO	Century Broadcasting Corporation	Johnstown, Pa.
WCVS	WCBS, Incorporated	Springfield, Illinois
WDAK	Radio Columbus, Incorporated	Columbus, Ga.
WDAR	WDAR, Incorporated	Savannah, Ga.
WDEF	WDEF Broadcasting Company	Chattanooga, Tenn.
WDIG	Houston Broadcasters	Dothan, Ala.
WDSM	Ridson, Incorporated	Superior, Wis.
WDSU	Stephens Broadcasting Company	New Orleans, La.
WDUK	W. W. Couch Jr., Sam H. Campbell Jr., W. H. Lancaster Jr.	
WDUZ	Green Bay Broadcasting Company	Durham, N. C.
WEED	William Avera Wynne	Green Bay, Wis.
WEEU	Berks Broadcasting Company	Rocky Mount, N. C.
WELI	Connecticut Radio Foundation, Incorporated	Reading, Pa.
WELL	Federated Publications, Incorporated	New Haven, Conn.
WELM	J. Robert Meachem	Battle Creek, Mich.
WEMP	Milwaukee Broadcasting Company	Elmira, N. Y.
WENE	Empire Newspapers—Radio, Incorporated	Milwaukee, Wis.
WENR	American Broadcasting Company	Endicott, N. Y.
WFAA	A. H. Belo Corporation	Chicago, Ill.
WFBR	The Baltimore Radio Show, Incorporated	Dallas, Texas
WFCI	Pawtucket Broadcasting Company	Baltimore, Md.
WFDF	Flint Broadcasting Company	Pawtucket, R. I.
WFIL	Triangle Publications, Incorporated, The Philadelphia Inquirer Division	Flint, Mich.
WFMJ	WFMJ Broadcasting Company	Philadelphia, Pa.
WFPG	Neptune Broadcasting Corporation	Youngstown, Ohio
		Atlantic City, N. J.



## The ABC Network (Continued)

WFTC	Jonas Weiland	Kinston, N. C.
WFVA	Fredericksburg Broadcasting Corporation	Fredericksburg, Va.
WGAA	The Northwest Georgia Broadcasting Co.	Cedartown, Georgia
WGAC	The Twin States Broadcasting Company	Augusta, Georgia
WGBG	Greensboro Broadcasting Company, Inc.	Greensboro, N. C.
WGCM	WGCM Broadcasting Company	Gulfport, Miss.
WGFG	Southwestern Michigan Broadcasting Co.	Kalamazoo, Mich.
WGH	Hampton Roads Broadcasting Corporation	Norfolk, Va.
WGLN	Glens Falls Publicity Corporation	Glens Falls, N. Y.
WGNC	F. C. Todd	Gastonia, N. C.
WGNH	General Newspapers, Incorporated	Gadsden, Ala.
WGUY	Portland Broadcasting System, Inc.	Bangor, Maine
WHAN	Charleston Broadcasting Company	Charleston, S. C.
WHBC	Ohio Broadcasting Company	Canton, Ohio
WHBF	Rock Island Broadcasting Company	Rock Island, Ill.
WHBL	WHBL, Incorporated	Sheboygan, Wis.
WHBS	The Huntsville Times Company	Huntsville, Ala.
WHBU	Anderson Broadcasting Corporation	Anderson, Ind.
WHDL	WHDL, Incorporated	Olean, N. Y.
WHGB	Harrisburg Broadcasting Company	Harrisburg, Pa.
WHKY	Catawba Valley Broadcasting Company, Inc.	Hickory, N. C.
WHMA	Harry M. Ayers	Aniston, Ala.
WHOO	Orlando Daily Newspapers, Incorporated	Orlando, Fla.
WHOT	South Bend Broadcasting Corporation	South Bend, Ind.
WHRV	Huron Valley Broadcasters, Incorporated	Ann Arbor, Mich.
WIBM	WIBM, Incorporated	Jackson, Mich.
WILK	Wyoming Valley Broadcasting Company	Wilkes Barre, Pa.
WILM	Delaware Broadcasting Company	Wilmington, Delaware
WINC	Richard Field Lewis Jr.	Winchester, Va.
WINN	Kentucky Broadcasting Corporation	Louisville, Ky.
WIRL	Illinois Valley Broadcasting Company	Peoria, Ill.
WISC	Radio Wisconsin, Incorporated	Madison, Wisc.
WISH	Capitol Broadcasting Corporation	Indianapolis, Ind.
WIZE	Radio Voice of Springfield, Incorporated	Springfield, Ohio
WJBC	Bloomington Broadcasting Corporation	Bloomington, Ill.
WJHL	WJHL, Incorporated	Johnson City, Tenn.
WJIM	WJIM, Incorporated	Lansing, Mich.
WJOI	Florence Broadcasting Company, Inc.	Florence, Ala.
WJOY	Vermont Broadcasting Corporation	Burlington, Vt.
WJTN	James Broadcasting Company	Jamestown, N. Y.
WJW	WJW, Incorporated	Cleveland, Ohio
WJZ	American Broadcasting Company	New York, N. Y.
WKBB	Dubuque Broadcasting Company	Dubuque, Iowa
WKBW	Broadcast Foundation Incorporated	Buffalo, N. Y.
WKBZ	Ashbacker Radio Corporation	Muskegon, Mich.
WKEY	Earl M. Key	Covington, Va.
WKIP	Radio Div. Poughkeepsie Newspapers, Inc.	Poughkeepsie, N. Y.
WKNA	Joe L. Smith Jr.	Charleston, West Va.
WKWK	Community Broadcasting, Incorporated	Wheeling, West Va.
WLAM	Lewiston-Auburn Broadcasting Corporation	Lewiston, Maine
WLAP	American Broadcasting Corporation	Lexington, Ky.
WLAV	Leonard A. Versluis	Grand Rapids, Mich.

## The ABC Network (Continued)

WLAU	Hildreth & Rogers Company	Lawrence, Mass.
WLCS	Air Waves, Incorporated	Baton Rouge, La.
WLCX	Bermac Radio, Incorporated	La Crosse, Wis.
WLEU	WLEU Broadcasting Corporation	Erie, Pa.
WLPM	Suffolk Broadcasting Corporation	Suffolk, Va.
WLS	Agricultural Broadcasting Company	Chicago, Ill.
WLVA	Lynchburg Broadcasting Corporation	Lynchburg, Va.
WMAL	The Evening Star Broadcasting Company	Washington, D. C.
WMAN	Richland, Incorporated	Mansfield, Ohio
WMFD	Richard Austin Dunlea	Wilmington, N. C.
WMFF	Plattsburg Broadcasting Corporation	Plattsburg, N. Y.
WMFJ	W. Wright Esch	Daytona Beach, Fla.
WMFR	Radio Station WMFR	High Point, N. C.
WMOB	Nunn Broadcasting Corporation	Mobile, Ala.
WMPS	WMPS, Incorporated	Memphis, Tenn.
WMRC	Textile Broadcasting Company	Greenville, S. C.
WMRN	The Marion Broadcasting Company	Marion, Ohio
WMSA	The Brockway Company	Massena, N. Y.
WMUR	The Radio Voice of New Hampshire, Inc.	Manchester, N. H.
WNAB	Harold Thomas	Bridgeport, Conn.
WNAO	The News and Observer Publishing Co.	Raleigh, N. C.
WNAX	Cowles Broadcasting Company	Yankton, S. D.
WNBH	Bristol Broadcasting Company, Inc.	New Bedford, Mass.
WNBZ	Upstate Broadcasting Corporation	Saranac Lake, N. Y.
WNCA	Community Broadcasting Company	Asheville, N. C.
WOCB	Bristol Broadcasting Company, Inc.	West Yarmouth, Mass.
WOLS	Florence Broadcasting Company	Florence, S. C.
WORC	Alfred Frank Kleindienst	Worcester, Mass.
WORD	The Spartan Radiocasting Company	Spartanburg, S. C.
WOSH	Oshkosh Broadcasting Company	Oshkosh, Wis.
WOWO	Westinghouse Electric Corporation	Fort Wayne, Ind.
WPDQ	Jacksonville Broadcasting Corporation	Jacksonville, Fla.
WPOR	Oliver Broadcasting Corporation	Portland, Maine
WQAM	Miami Broadcasting Company	Miami, Fla.
WREN	The WREN Broadcasting Co., Inc.	Topeka, Kansas
WRHP	Tallahassee Appliance Corporation	Tallahassee, Fla.
WRJN	Racine Broadcasting Corporation	Racine, Wis.
WRLD	Valley Broadcasting Company	West Point, Ga.
WRNL	Richmond Radio Corporation	Richmond, Va.
WROK	Rockford Broadcasters, Incorporated	Rockford, Ill.
WRRF	Tar Heel Broadcasting System Incorporated	Washington, N. C.
WRRZ	Tar Heel Broadcasting System Incorporated	Clinton, N. C.
WRTA	Thompson Broadcasting Company	Altoona, Pa.
WRUN	Rome Sentinel Company	Utica, N. Y.
WRWR	Champlain Valley Broadcasting Corporation	Albany, N. Y.
WSAI	Buckeye Broadcasting Company	Cincinnati, Ohio
WSAZ	WSAZ, Incorporated	Huntington, West Va.
WSBA	The Susquehanna Broadcasting Company	York, Pa.
WSGN	The Birmingham News Company	Birmingham, Ala.
WSIX	WSIX Broadcasting Station	Nashville, Tenn.
WSLI	Standard Life Broadcasting Company, Inc.	Jackson, Miss.
WSLS	Roanoke Broadcasting Corporation	Roanoke, Va.



## The ABC Network (*Continued*)

WSOO	Hiawathaland Broadcasting Company	Sault Ste Marie, Mich.
WSPR	WSPR, Incorporated	Springfield, Mass.
WSTC	The Western Connecticut Broadcasting Co.	Stamford, Conn.
WSUN	City of St. Petersburg, Fla.	St. Petersburg, Fla.
WTAU	The Agricultural and Mechanical College of Texas	College Station, Texas
WTCN	Minnesota Broadcasting Corporation	Minneapolis, Minn.
WTHI	Wabash Valley Broadcasting Corporation	Terre Haute, Ind.
WHTT	The Hartford Times Incorporated	Hartford, Conn.
WTJS	Sun Publishing Company, Incorporated	Jackson, Tenn.
WTOK	Meridian Broadcasting Company	Meridian, Miss.
WTOL	Community Broadcasting Company	Toledo, Ohio
WTON	Charles P. Blackley	Staunton, Va.
WTVL	Kennebec Broadcasting Company	Waterville, Maine
WWPG	Palm Beach Broadcasting Corporation	Palm Beach, Fla.
WXYZ	King-Trendle Broadcasting Corporation	Detroit, Mich.
CFCF	Canadian Marconi Company	Montreal, Canada
CJBC	The Canadian Broadcasting Corp.	Toronto, Canada
ZBM	Bermuda Broadcasting Co., Ltd.	Hamilton, Bermuda
KABC	Alamo Broadcasting Co.	San Antonio, Tex.
KADA	Dr. C. C. Morris	Ada, Okla.
KALB	Alexandria Broadcasting Co.	Alexandria, La.
KATE	Albert Lea—Austin Broadcasting Co.	Albert Lea, Minn.
KBIO	Jessica L. Longston	Burley, Idaho
KBIX	Oklahoma Press Publishing Co.	Muskogee, Okla.
KBST	Big Spring Herald Broadcasting Co., Inc.	Big Spring, Tex.
KBUR	Burlington Broadcasting Co.	Burlington, Iowa
KCMC	KCMC, Inc.	Texarkana, Tex.
KCMO	KCMO Broadcasting Co.	Kansas City, Mo.
KCOY	News-Press Publishing Co.	Santa Maria, Calif.
KCRC	Enid Radiophone Company	Enid, Okla.
KECA	American Broadcasting Co.	Los Angeles, Calif.
KEIO	Eastern Idaho Broadcasting & Television Co.	Pocatello, Idaho
KELD	Radio Enterprises, Inc.	El Dorado, Ark.
KENO	Nevada Broadcasting Co.	Las Vegas, Nev.
KEPO	Griffith Broadcasting Co., of El Paso	El Paso, Tex.
KEX	Westinghouse Radio Stations, Inc.	Portland, Ore.
KFBC	Frontier Broadcasting Co.	Cheyenne, Wyo.
KFBI	Farmers & Bankers Broadcasting Corp.	Wichita, Kansas
KFBK	McClatchy Broadcasting Co.	Sacramento, Calif.
KFDA	Amarillo Broadcasting Corp.	Amarillo, Tex.
KFDM	Beaumont Broadcasting Corp.	Beaumont, Tex.
KFDX	Darold A. Cannan—Wichita Brdcast. Co.	Wichita Falls, Tex.
KFGO	Northern States Broadcasting Co.	Fargo, N. D.
KFLW	Herald Publishing Co., of Klamath Falls	Klamath Falls, Ore.
KFMB	The Jack Gross Broadcasting Co.	San Diego, Calif.
KFOR	Cornbelt Broadcasting Corp.	Lincoln, Nebraska
KFRE	Mr. J. E. Rodman	Fresno, Calif.
KFRO	Voice of Longview	Longview, Tex.
KFRU	KFRU, Inc.	Columbia, Mo.
KFSA	Donald W. Reynolds	Ft. Smith, Ark.
KFUN	Southwest Broadcasters, Inc.	Las Vegas, N. M.

## The ABC Network (Continued)

KFYO	Plains Radio Broadcasting Co.	Lubbock, Tex.
KGA	Louis Wasmer	Spokane, Wash.
KGAK	Albert E. Buck and Merle H. Tucker d/b/a Gallup Broadcasting Co.	Gallup, N. M.
KGEM	Idaho Broadcasting and Television Co.	Boise, Idaho
KGFF	KGFF Broadcasting Co.	Shawnee, Okla.
KGGF	Midwest Broadcasting Co., Inc.	Coffeyville, Kan.
KGHF	Colorado Broadcasting Co., Inc.	Pueblo, Col.
KGHI	KGHI Broadcasting Service	Little Rock, Ark.
KGKL	KGKL, Inc.	San Angelo, Tex.
KGO	American Broadcasting Co., Inc.	San Francisco, Calif.
KHUM	Carroll R. Hauser	Eureka, Calif.
KIFI	Eastern Idaho Broadcasting and Tele. Co.	Idaho Falls, Idaho
KIT	Valley Broadcasters	Yakima, Wash.
KITO	San Bernardino Broadcasting Co., Inc.	San Bernardino, Calif.
KJR	Totem Broadcasters, Inc.	Seattle, Wash.
KLIX	Southern Idaho Broadcasting and Tele. Co.	Twin Falls, Idaho
KMA	May Broadcasting Company	Shenandoah, Iowa
KMLB	Liner's Broadcasting Station, Inc.	Monroe, La.
KMMJ	KMMJ, Inc.	Grand Island, Nebraska
KNOW	Frontier Broadcasting Co., Inc.	Austin, Tex.
KOAT	Rio Grande Broadcasting Co., Inc.	Albuquerque, N. M.
KOIL	Central States Broadcasting Co.	Omaha, Nebraska
KOME	Oil Capitol Sales Corp.	Tulsa, Oklahoma
KOPR	Copper Broadcasting Co.	Butte, Montana
KPHO	Phoenix Broadcasting Co.	Phoenix, Arizona
KPLT	North Texas Broadcasting Co., Inc.	Paris, Texas
KPMC	Pioneer Mercantile Company	Bakersfield, Calif.
KPQ	Westcoast Broadcasting Co., Inc.	Wenatchee, Wash.
KRAL	Rawlins Broadcasting Co.	Rawlins, Wyo.
KRBC	Reporter Broadcasting Co.	Abilene, Texas
KREO	Broadcasting Corporation of America	Indio, Calif.
KRMD	Radio Station KRMD	Shreveport, La.
KRNT	Cowles Broadcasting Co.	Des Moines, Iowa
KROP	Broadcasting Corp. of America	Brawley, Calif.
KSIX	Corpus Christi Broadcasting Co., Inc.	Corpus Christi, Tex.
KSWO	Oklahoma Quality Broadcasting Co.	Lawton, Okla.
KTHS	Radio Broadcasting, Inc.	Hot Springs, Ark.
KTKC	Tulane-Kings Counties Radio Association	Visalia, Calif.
KTMC	McAlester Broadcasting Company	McAlester, Okla.
KTMS	News-Press Publishing Co.	Santa Barbara, Calif.
KTOK	KTOK, Inc.	Oklahoma City, Okla.
KTRC	New Mexico Publishing Co.	Sante Fe, N. M.
KUGN	Valley Broadcasting Company	Eugene, Ore.
KULA	Pacific Frontier Broadcasting Co., Ltd.	Honolulu, T. H.
KUTA	Utah Broadcasting and Television Co.	Salt Lake City, Utah
KVAL	KEEW, Ltd.	Brownsville, Tex.
KVOC	KVOC Broadcasting Co.	Casper, Wyo.
KVOD	Colorado Radio Corp.	Denver, Col.
KVOS	KVOS, Inc.	Bellingham, Wash.
KVSO	John F. Easley	Ardmore, Okla.
KWG	McClatchy Broadcasting Co.	Stockton, Calif.



## The ABC Network (*Continued*)

KWLM	Lakeland Broadcasting Co.	Willmar, Minn.
KWNO	Winona Radio Service	Winona, Minn.
KWRN	Reno Newspapers, Inc.	Reno, Nevada
KWTO	Ozarks Broadcasting Co.	Springfield, Missouri
KXEL	Josh Higgins Broadcasting Co.	Waterloo, Iowa
KXOK	Star-Times Publishing Co.	St. Louis, Mo.
KXYZ	Harris County Broadcast Co.	Houston, Tex.

